

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM390426

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Tequilas de la Dona S.A. de C.V.		06/30/2016	Corporation: MEXICO
RECEIVING PARTY DATA			
Name:	Jenny Bimstein Dantus		
Street Address:	Av, Lomas Anahuac #133 Torre E-202		
Internal Address:	Col. Lomas Anahuac Huixquilucan		
City:	Estado de Mexico		
State/Country:	MEXICO		
Postal Code:	52760		
Entity Type:	INDIVIDUAL: MEXICO		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3045294	VIVA AGAVE	
Registration Number:	3113859	LA DOÑA	
Serial Number:	78965332	TEQUILA DON MAX	
Registration Number:	3933572	AGAVEMANIA	
Registration Number:	4147196	ELIXIR DE AGAVE	
Registration Number:	3755625	EL SECRETO DE LA DONA	
CORRESPONDENCE DATA			
Fax Number:	2126096921		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2126096800		
Email:	gfechter@mccarter.com, dlynch@mccarter.com		
Correspondent Name:	Gary H. Fechter		
Address Line 1:	McCarter & English, LLP		
Address Line 2:	245 Park Avenue, 27th Floor		
Address Line 4:	New York, NEW YORK 10167		
ATTORNEY DOCKET NUMBER:	99554/00001		
NAME OF SUBMITTER:	Gary H. Fechter		

CH \$165.00 3045294

SIGNATURE:	/ghf/
DATE SIGNED:	07/06/2016
Total Attachments: 2 source=Trademark Assignment Tequilas to Jenny Bimstein#page1.tif source=Trademark Assignment Tequilas to Jenny Bimstein#page2.tif	

TRADEMARK ASSIGNMENT

This Assignment is made by and between Tequilas de la Dona S.A. de C.V., a Mexican corporation having a principal place of business at Tapexco No. 25, Col., Palo Alto, Cuajimalpa, D.F. 05110, México ("Assignor"), and Jenny Bimstein Dantus a Mexican individual residing at AV. Lomas Anahuac #133 Torre E-202, Col. Lomas Anahuac 52760 Huixquilucan, Estado de México, México ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of all right, title and interest in and to the trademarks and the United States trademark registrations and applications listed on Schedule A attached hereto (collectively, the "Trademarks"), including, but not limited to, all common law rights therein and goodwill associated therewith; and

WHEREAS, Assignee is desirous of acquiring all of Assignor's right, title and interest in and to the Trademarks, together with the goodwill of the business associated with the use of and symbolized by the Trademarks.

NOW THEREFORE, for the sum of \$1.00 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby transfer and assign to Assignee the entire right, title and interest of Assignor in and to the Trademarks, together with the goodwill of the business associated with the Trademarks, all common law rights in the Trademarks and the right to sue and to recover and retain all applicable damages and remedies for all past infringements of the Trademarks; and

Assignor further agrees to execute such additional documents as may be required to transfer title in and to the Trademarks to Assignee, record this Assignment with the United States Patent and Trademark Office ("USPTO") and provide Assignee with the notice of recordation issued by the USPTO.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment effective as of the date first set forth below.

TEQUILAS DE LA DONA S.A. DE C.V.

JENNY BIMSTEIN DANTUS

By: [Signature]

By: [Signature]

Name: ALBERTO ESCOBAR

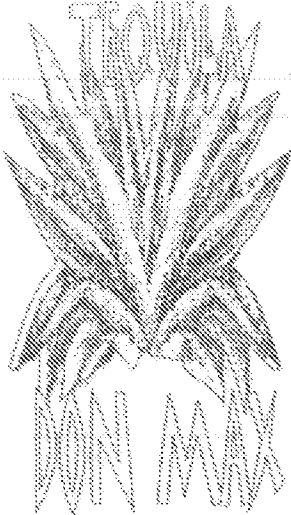
Name: Jenny Bimstein

Title: DIRECTOR

Date: June, 30th, 2016

Date: JUNE, 30th, 2016

SCHEDULE A

<u>MARK</u>	<u>REGISTRATION/ SERIAL NO.</u>	<u>DATE REGISTERED</u>
VIVA AGAVE LA DOÑA	3,045,294	January 17, 2006
	3,113,859	July 11, 2006
	78/965,332	N/A
AGAVEMANIA	3,933,572	March 22, 2011
ELIXIR DE AGAVE	4,147,196	May 22, 2012
EL SECRETO DE LA DONA	3,755,625	March 2, 2010